

## AGENDA OF THE EMPHASIS FINAL CONFERENCE

July 27, 2023

**Mövenpick Hotel, Amman**

9:30 - 10:00	Registration and connecting online
10:00 – 10:15	<p><b>Opening Speech</b>            Prof. Fahmi Abu Al-Rub, Local Coordinator for EMPHASIS Project   JUST            Prof. Tareq Mukattash, Dean of Research   JUST            Mr. Fabrizio Paloni, Coordinator at the Joint Technical Secretariat   ENI CBC Med            Dr. Esmat Karadsheh, Coordinator of Eastern Mediterranean Office   ENI CBCMed</p>
10:15 – 10:20	<p><b>Endorsement Speech</b>            H.E. Ahmed Hanandi, Minister of Digital Economy and Entrepreneurship</p>
10:20 - 10:25	<b>EMPHASIS Video</b>
10:25 - 10:40	<p><b>Presenting EMPHASIS Project</b>            Mr. Yiannis Geragotellis, Project Coordinator   KiNNO</p>
10:40 - 10:50	<p><b>Presenting the Association of the Mediterranean Chambers of Commerce</b>            Fernanda Ventura, Project Manager /Projects &amp; International Cooperation Area  ASCAME</p>
10:50 - 11:00	<p><b>Presenting Barcelona Chamber of Commerce</b>            Mr. Vicente Atienza, Head of Innovation   Barcelona Chamber of Commerce</p>
11:00 - 11:10	<p><b>Presenting the Confederation of Egyptian European Business Associations</b>            Dr. Alaa Ezz   CEEBA            Mr. Marwan Abdin - OI Expert</p>
11:10-11:20	<p><b>Methodologies and Benefits of Open Innovation and the EMPHASIS Project</b>            Mr. Sebastiano Di Stefano </p>
11:20-11:30	<p><b>Open Innovation and Entrepreneurship Policies and Strategies</b>            Ms. Liza Habashneh / Director- Directorate of Investment and Entrepreneurship  Ministry of Digital Economy and Entrepreneurship</p>
11:30-11:40	<p><b>SMEs – Open Innovation NEXUS</b>            Eng. Zaid Nsour/Director- IFAD program  JEDCO</p>
11:40 – 12:10	<b>Coffee Break</b>

### Session I: Industry-Academia Collaboration to Boost National Economy

Moderated by Prof. Tareq Mukattash, Dean of Research | JUST

12:10 - 12:20	<b>Research – Industry NEXUS and EEN</b> Ms. Reema Ras / Director – Industrial Scientific Research and Development Support Fund
12:20 – 12:30	<b>Research and Innovation for SMEs</b> Eng. Fadel Labadi / Director – Industrial Development Department - Amman Chamber of Industry
12:30 – 12:40	<b>Innovation-based Economy</b> Dr. Khalid Khraisat / Director-JAIP
12:40 – 12:50	<b>Faculty For Factory-A Success Story from Jordan</b> Dr. Yousef Al-Abdullat/ Director- Faculty for Factor;

### Session II: EMPHASIS SMEs

Moderated by Dr. Khalid Khraisat / Director-JAIP

12:50 – 13:10	<b>Two SMEs from Jordan:</b> Rudainah Haddad- Founder & CEO   Bookagri Mohammad Zeinati- Founder & CEO   Smart Green pour les Innovations et les Solutions LTÉES
13:10 - 13:30	<b>Two SMEs from Italy</b> Prof. Antonio Puliafito - CEO   SmartMe Dr. Pierluigi Buttiglieri – CEO   ParkSmart
13:30 – 13:50	<b>Two SMEs from Spain</b> Fran González Guillén - co-founder and VP   BrioAgro Maite Zúñiga - Expansion Department   BrioAgro
13:50-14:10	<b>Two SMEs from Lebanon</b> George Youssef   Agro Cedrus Hala El Balaa   Pulp
14:10 - 14:30	<b>Open discussion moderated by Mr. Yiannis Geragotellis, KiNNO</b>
14:30 - 16:00	<b>Lunch</b>